

AMENDMENTS TO THE CLAIMS:

Please cancel claims 1 to 13 and 22 to 31, without prejudice or disclaimer of subject matter; and add new claims 32 to 47. This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. to 13. (Cancelled)

14. (Original) A method comprising:

outputting a first page for display on an electronic device, the first page including a first field for receiving a first customer request;

receiving the first customer request in a selected input modality chosen from among a plurality of input modalities available for data entry into the first field;

determining sales information responsive to the customer request;

associating the sales information with each of the plurality of input modalities;

outputting a second page for display on the electronic device, the second page displaying the sales information and including a second field for receiving a second customer request in any one of the plurality of input modalities.

15. (Original) The method of claim 14 wherein receiving the first customer request comprises receiving a request for product information associated with a product for sale, including price, location, or description information.

16. (Original) The method of claim 15 comprising:

receiving the second customer request including a purchase request associated with financial transaction information; and

completing a sale of the product, based on the financial transaction information.

17. (Original) The method of claim 14 comprising receiving an auto-identification signal from a mobile container, the auto-identification signal identifying a product for sale, wherein the mobile container is equipped with a reader for reading the auto-identification signal and a transmitter for transmitting the auto-identification signal.

18. (Original) The method of claim 14 wherein the electronic device includes a mobile device, a stationary device that is co-located with one of a plurality of products for sale, or an information kiosk.

19. (Original) The method of claim 14 wherein receiving the first customer request comprises receiving a voice input, and wherein the first page is associated with Voice Extensible Markup Language (VXML).

20. (Original) The method of claim 14 wherein receiving the first customer request comprises receiving a text input, and wherein the first page is associated with Hyper Text Markup Language (HTML).

21. (Original) The method of claim 14 wherein associating the sales information with each of the plurality of input modalities comprises expressing the sales information in each of a plurality of formats, wherein each of the plurality of formats is associated with one of the plurality of input modalities.

22. to 31. (Cancelled)

32. (New) A computer program product, tangibly embodied in a machine readable medium, the computer program product comprising instructions that, when read by a machine, cause a data processing apparatus to:

- output a first page for display on an electronic device, the first page including a first field for receiving a first customer request;

- receive the first customer request in a selected input modality chosen from among a plurality of input modalities available for data entry into the first field;

- determine sales information responsive to the customer request;

- associate the sales information with each of the plurality of input modalities;

- output a second page for display on the electronic device, the second page displaying the sales information and including a second field for receiving a second customer request in any one of the plurality of input modalities.

33. (New) The computer program product of claim 32 wherein receiving the first customer request comprises receiving a request for product information associated with a product for sale, including price, location, or description information.

34. (New) The computer program product of claim 33, further comprising instructions that cause the data processing apparatus to:

- receive the second customer request including a purchase request associated with financial transaction information; and

- complete a sale of the product, based on the financial transaction information.

35. (New) The computer program product of claim 32, further comprising instructions that cause the data processing apparatus to receive an auto-identification signal from a mobile container, the auto-identification signal identifying a product for sale, wherein the mobile container is equipped with a reader for reading the auto-identification signal and a transmitter for transmitting the auto-identification signal.

36. (New) The computer program product of claim 32 wherein the electronic device includes a mobile device, a stationary device that is co-located with one of a plurality of products for sale, or an information kiosk.

37. (New) The computer program product of claim 32 wherein receiving the first customer request comprises receiving a voice input, and wherein the first page is associated with Voice Extensible Markup Language (VXML).

38. (New) The computer program product of claim 32 wherein receiving the first customer request comprises receiving a text input, and wherein the first page is associated with Hyper Text Markup Language (HTML).

39. (New) The computer program product of claim 32 wherein associating the sales information with each of the plurality of input modalities comprises expressing the sales information in each of a plurality of formats, wherein each of the plurality of formats is associated with one of the plurality of input modalities.

40. (New) A device comprising:

- means for outputting a first page for display on an electronic device, the first page including a first field for receiving a first customer request;

- means for receiving the first customer request in a selected input modality chosen from among a plurality of input modalities available for data entry into the first field;

- means for determining sales information responsive to the customer request;

- means for associating the sales information with each of the plurality of input modalities;

- means for outputting a second page for display on the electronic device, the second page displaying the sales information and including a second field for receiving a second customer request in any one of the plurality of input modalities.

41. (New) The device of claim 40 wherein the means for receiving the first customer request comprises means for receiving a request for product information associated with a product for sale, including price, location, or description information.

42. (New) The device of claim 41 comprising:
means for receiving the second customer request including a purchase request associated with financial transaction information; and
means for completing a sale of the product, based on the financial transaction information.

43. (New) The device of claim 40 comprising means for receiving an auto-identification signal from a mobile container, the auto-identification signal identifying a product for sale, wherein the mobile container is equipped with a reader for reading the auto-identification signal and a transmitter for transmitting the auto-identification signal.

44. (New) The device of claim 40 wherein the electronic device includes a mobile device, a stationary device that is co-located with one of a plurality of products for sale, or an information kiosk.

45. (New) The device of claim 40 wherein the means for receiving the first customer request comprises means for receiving a voice input, and wherein the first page is associated with Voice Extensible Markup Language (VXML).

46. (New) The device of claim 40 wherein the means for receiving the first customer request comprises means for receiving a text input, and wherein the first page is associated with Hyper Text Markup Language (HTML).

47. (New) The device of claim 40 wherein the means for associating the sales information with each of the plurality of input modalities comprises means for expressing the sales information in each of a plurality of formats, wherein each of the plurality of formats is associated with one of the plurality of input modalities.